



GORDLEYGROUP



THE CITY OF

Bisbee

Destination Marketing Organization (DMO) Services

June 4, 2026 | Bid Number 26-012 | gordleygroup.com



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We rate Gordley Group’s performance at the highest level. Their expertise in media strategy and buying has delivered strong returns on investment, and their campaign execution has consistently met—and often surpassed—our objectives. We recommend Gordley without hesitation to any organization seeking a creative, strategic, and dependable partner.

”

PHIL BURDICK
Vice Chancellor
Marketing, Communications, and Strategic Outreach
Pima Community College

Proposal Summary

Gordley Group is a full-service marketing firm with more than three decades of experience supporting public agencies, organizations and community-focused initiatives across Arizona. Based in Tucson, we are chefs, gardeners, mothers and fathers, music aficionados and lovers of Café Roka, ghost tours and huffing up Bisbee's 1,000 steps. We are artists, collaborators and communicators, innovators and strategists. We solve problems and bring big ideas to life. Over the years, we have planned, designed and executed hundreds of integrated marketing and communications projects, each tailored to our clients' unique needs and goals.

OUR WORK SPANS:

- ✧ BRANDING
- ✧ MARKETING CAMPAIGN PLANNING
- ✧ EVENT PLANNING
- ✧ HIGH-IMPACT STORYTELLING
- ✧ GRAPHIC DESIGN
- ✧ CONTENT CREATION AND OPTIMIZATION
- ✧ AUDIENCE ENGAGEMENT
- ✧ ADVERTISING
- ✧ MEDIA RELATIONS
- ✧ PUBLIC RELATIONS
- ✧ SOCIAL MEDIA STRATEGY
- ✧ DIGITAL CAMPAIGNS
- ✧ WEBSITE DESIGN AND MAINTENANCE
- ✧ EMAIL MARKETING AND MULTIMEDIA PRODUCTION

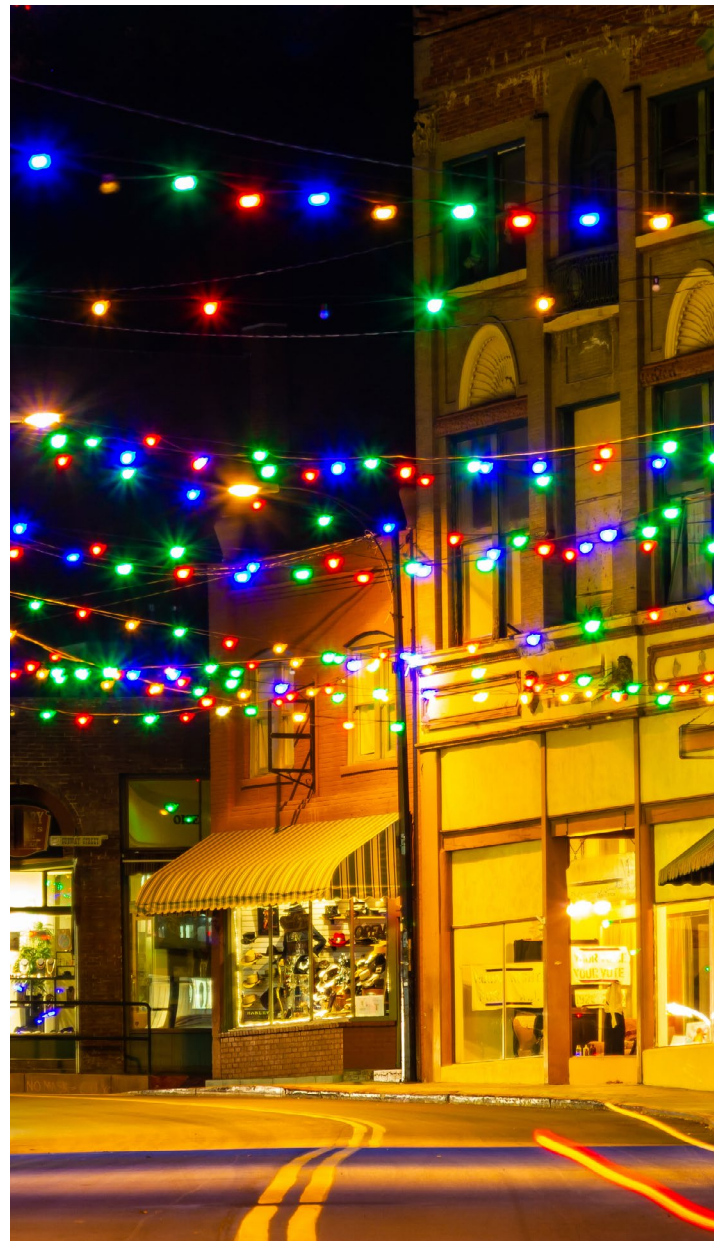
This depth of expertise allows us to craft cohesive, compelling communications that meaningfully connect audiences with the organizations and communities we represent while maintaining brand-consistent design.



We are excited about the opportunity to partner with the City of Bisbee to provide destination marketing services. With our team's deep experience in branding, destination marketing and producing tourism-focused and community-driven communications, Gordley is uniquely positioned to support the City of Bisbee in creating a comprehensive Tourism Marketing Program that increases overnight visitation, enhances Bisbee's reputation as a premier cultural and historic destination, and supports local businesses while highlighting Bisbee's "welcoming spirit."

Our commitment to quality and strategic collaboration is the foundation of our approach. We work closely with clients as an extension of their internal team, taking time to understand their audiences, challenges and opportunities. This ensures that every project is grounded in strategy, supported by strong creative execution and delivered with responsiveness, efficiency and accountability. **To maintain transparency, we closely monitor budgets, provide timely updates and proactively communicate if scope adjustments may result in budgetary changes.** With a skilled and experienced team, we consistently deliver on schedule, regardless of workload or project complexity.

The quality of our work has been repeatedly recognized through numerous regional and national awards, such as the Public Relations Society of America and the American Advertising Federation, and long-standing client relationships. Gordley is regularly named by Inside Tucson Business as one of Southern Arizona's top firms in graphic design, advertising, public relations and event planning — acknowledging both our creative standards and the measurable outcomes we help our clients achieve.





Proposer Qualifications & Experience

Throughout our 35 years in business, we have planned, designed and executed hundreds of wide-ranging marketing and communications projects and campaigns, including tourism and/or economic development efforts for the City of Tucson, City of Douglas, Town of Fountain Hills, Town of Sahuarita, Town of Oro Valley and many more. Gordley has extensive experience in matching the most effective messaging and methods with each project to reach clients' goals.

Our team brings extensive experience providing destination marketing services and can confidently operate within the requirements and expectations of the Arizona Office of Tourism (AOT) Cooperative Marketing Program. A few notable examples of our work are with the Town of Fountain Hills and the Town of Sahuarita, where we developed branding and creative assets that highlighted the community's unique identity and tourism offerings. Additional details and examples of this work are included later in this section.

Our services include branding, video production, copywriting, photography, multi-platform social media planning and management, Spanish communications, as well as multichannel and multimedia ad campaigns, destination marketing and website design, development and maintenance. We have developed relationships with more than 60 communities across Arizona, including the City of Tucson, Pima County, Coconino County, the Town of Fountain Hills, the Town of Sahuarita and Douglas, helping to improve communication and understanding with their residents, businesses and visitors.

EXTENSIVE EXPERIENCE IN THE PUBLIC SECTOR

At Gordley, we specialize in creating highly effective visual assets that tell the right story in an easy-to-understand manner. Gordley collaborated with ARIZONA@WORK Coconino County to enhance public awareness and accessibility of workforce services for both job seekers and employers. The campaign emphasized personalized support and targeted messaging for underserved populations in Coconino County for veterans, youth and seniors, while also addressing business needs including layoff aversion and workforce development. Gordley completed this project under budget and received high praise from both the client and its board, demonstrating the effectiveness of strategic communication and community-centered design. Implementation included a redesigned, ADA-compliant website, QR-enabled printed collateral, short-form video reels and improved SEO to boost visibility. The campaign achieved strong engagement metrics, outperforming national averages for similar employment sites in areas like session duration, bounce rate and returning visitors.

MARKETING TO DIVERSE COMMUNITIES

Our 11 staff members overcome challenges and accomplish goals effectively using our skills in video production, content creation, graphic design, copywriting, research, media planning and management, public outreach and digital services. Four of our staff members have bilingual capabilities, including native Spanish speakers, providing us with a wealth of expertise in delivering bilingual and multicultural marketing campaigns. We are passionate about effective communication, whether it takes the form of designing a marketing campaign, engaging directly with the community or reinvigorating a client's brand.

Additionally, several members of our team bring decades of destination marketing experience developed prior to joining Gordley, contributing a depth and diversity of expertise that spans the country and a wide range of travel sectors. Their collective work includes leading the editorial strategy, design and production of official visitor guides for prominent destinations, crafting compelling narratives that highlight everything from waterfront culture and culinary scenes to outdoor adventure, arts and architecture and wellness travel. This includes rural destination marketing in the Southwest.

UNDERSTANDING THE VALUE OF PARTNERSHIP

Gordley has extensive experience partnering with Arizona cooperatives and rural communities, including Trico Electric Cooperative, Arizona G&T Cooperatives and Mohave Electric Cooperative. Through these partnerships, we have developed and implemented marketing, communications and community outreach initiatives that promote local assets, strengthen stakeholder relationships and increase public engagement. Our collaborative approach brings together cooperative partners, local businesses, community organizations and residents. This experience has provided our team with a strong understanding of the partnership-driven outreach and storytelling that are essential to successful marketing.

Our staff's diverse experience in public sector and destination marketing, such as for the Town of Fountain Hills, rural casino/resorts and other national and international tourist destinations is grounded in hands-on collaboration with DMOs, tourism partners and stakeholders, ensuring each piece not only inspires but also delivers practical value to potential visitors and/or residents. From driving measurable tourism and business growth and elevating destination visibility to creating high-performing integrated campaigns, our team's background reflects a proven ability to connect audiences with places in meaningful and memorable ways.

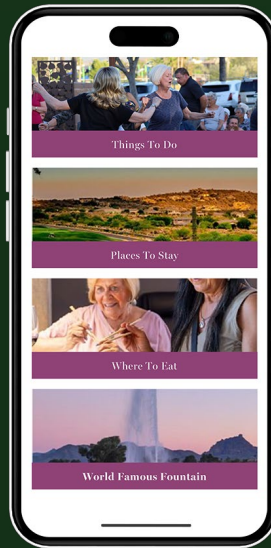
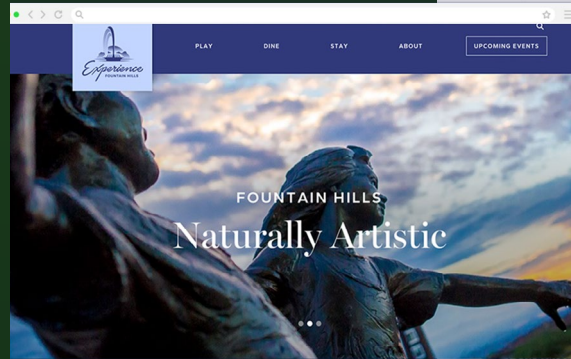


Town of Fountain Hills

The Town of Fountain Hills was at a pivotal point of growth and Town leadership felt a new brand identity and logo were needed to energize and focus Fountain Hills' marketing and branding efforts to create a cohesive message that encouraged development and tourism to the region.

After gathering the research and public opinion analysis, Gordley compiled the findings to develop a comprehensive discovery report to serve as the foundation for the new brand. Gordley's creative team then utilized the report to develop a new, more modern logo, tagline and color palette for the Town.

Working in collaboration with the Town Council, the new brand was finalized and launched in early 2023. In fact, Gordley won "Best in Show" at the 2025 American Advertising Federation (AAF) Tucson 80th Anniversary Gala for the Town of Fountain Hills "Naturally" Integrated Campaign. Gordley continues to work with the Town on the implementation of the brand throughout the Town center and civil departments.





For the last four years, Gordley developed and executed integrated, multi-channel campaigns that put the Town of Fountain Hills on the radar for both prospective visitors and businesses, expanding awareness and strengthening its appeal as a destination. These efforts included targeted promotional initiatives, tourism website redesign and marketing collateral that highlighted events, attractions and visitor experiences to drive interest and visitation. Our team has produced a wide range of promotional materials that have contributed to the success of numerous community events and tourism initiatives. Gordley managed the digital marketing campaign for the Town's annual Turkey Trot, which generated such strong demand that registration had to be closed earlier than anticipated. Gordley promoted this event through Meta and had 393,939 impressions, 15,939 click throughs and an overall engagement rate of 4.09%.

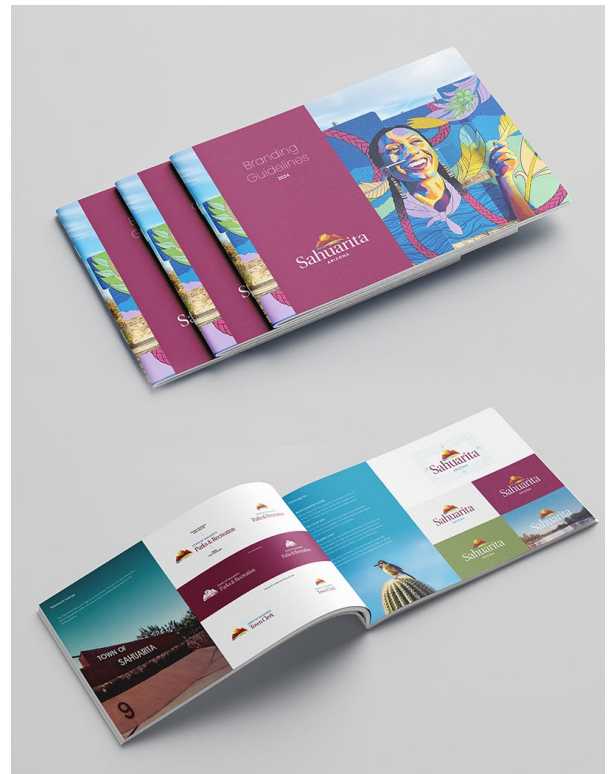
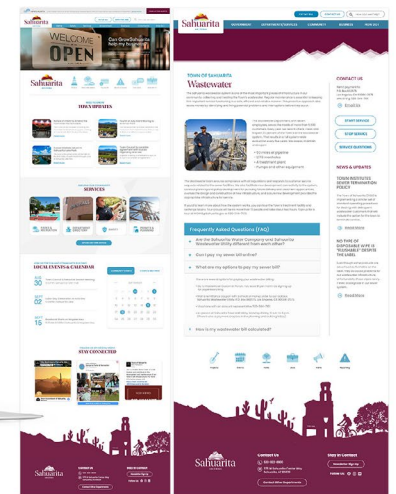
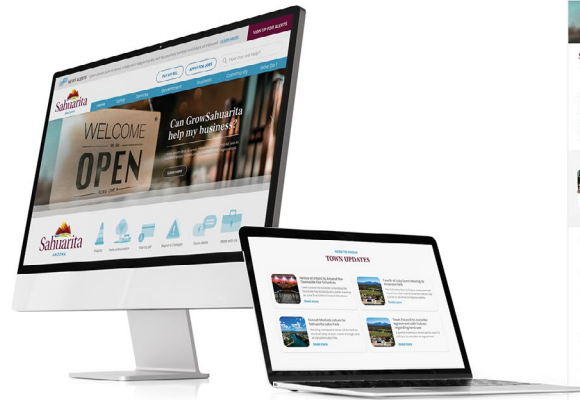
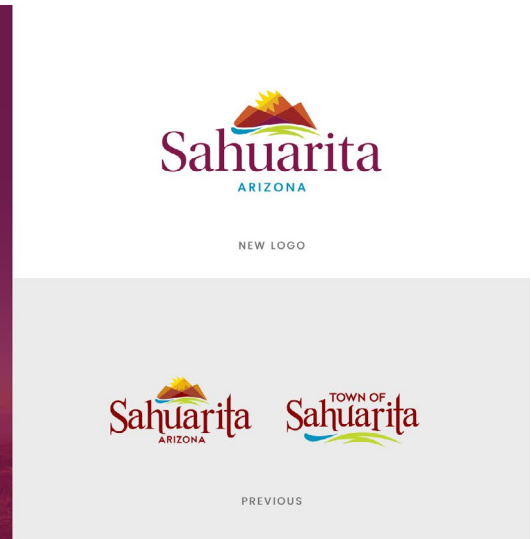
We have also developed comprehensive promotional materials for the Town's Music Fest and created brochures and destination-focused collateral designed to showcase Fountain Hills' amenities, attractions and quality of life to visitors, residents and potential business prospects.



Town of Sahuarita

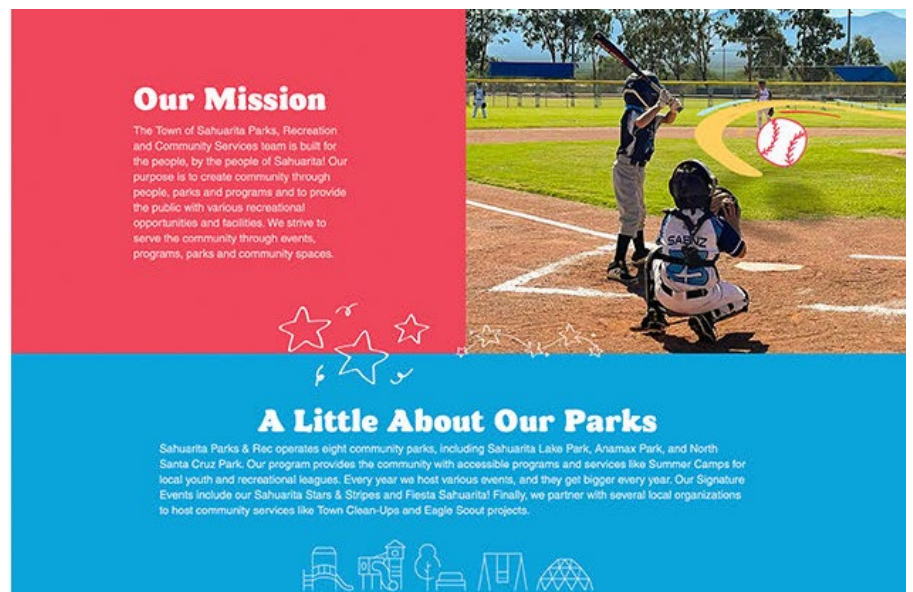
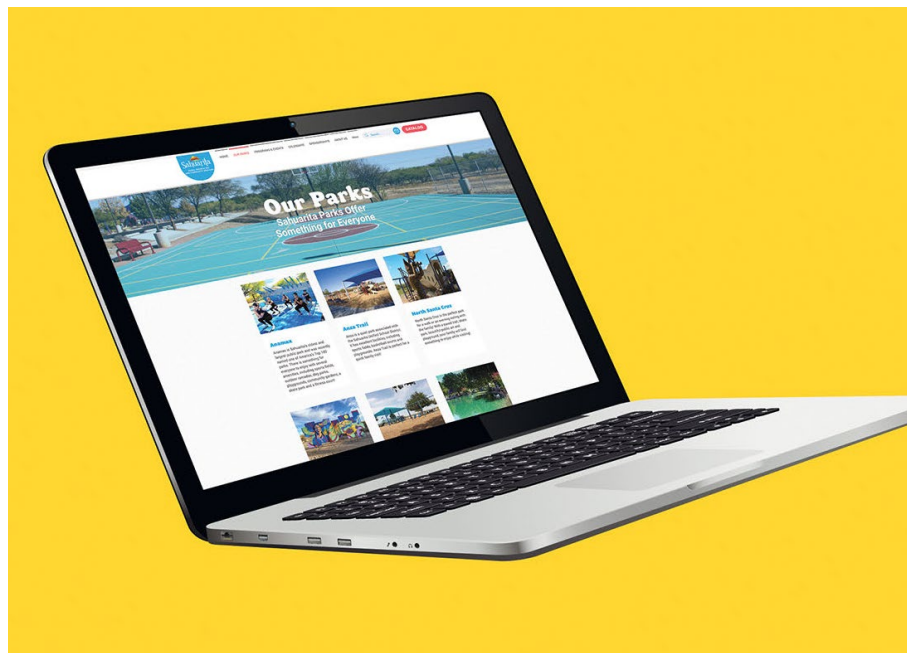
Gordley was a proud partner of the Town of Sahuarita's Economic Development and Planning Departments for several years. During that time, we developed communication collateral to encourage businesses to operate in Sahuarita, branded and promoted their public involvement efforts for their latest General Plan update, revamped the town's logo and brand and redesigned their website.

To revitalize its image and better connect with residents and visitors, Sahuarita engaged Gordley to undertake a comprehensive brand and website refresh. This initiative celebrated the Town's unique community spirit and family-friendly atmosphere. The refreshed brand introduced a modern, cohesive visual identity, including a modified logo, color palette and typography that reflect the Town's vibrant character and welcoming environment. toolkit to ensure consistency across departments. The toolkit included branded templates for brochures, PowerPoint presentations, business cards, social media graphics, web banners and other communications collateral — equipping Town staff with user-friendly tools for day-to-day use. The redesigned website reinforced the new brand through intuitive navigation, engaging visuals and mobile responsiveness, providing easy access to community events, local attractions, municipal services and business resources. The project elevated Sahuarita's public-facing presence, strengthened internal communications and fostered greater community pride.



The newly designed website, utilizing the CivicPlus website platform, offers an engaging, user-friendly experience with intuitive navigation, visually appealing graphics and mobile responsiveness. It provides easy access to information on local events, attractions, municipal services and business opportunities, making it a valuable resource for locals and tourists. This brand and website refresh has enhanced the Town's online presence and fostered a renewed sense of pride and connection within the community.

Along with the Town's primary site, Gordley designed and developed the Town of Sahuarita's Parks and Recreation website. This site focused on increasing attendance at local town events and attracting sponsors. Within the first six months of its launch in 2022, the site received over 29,000 visits, 4,000 new subscribers and an additional \$50,000 in event sponsorships. The site continues to be an invaluable tool for the Town in driving tourism and engagement to its vibrant, family-friendly events.



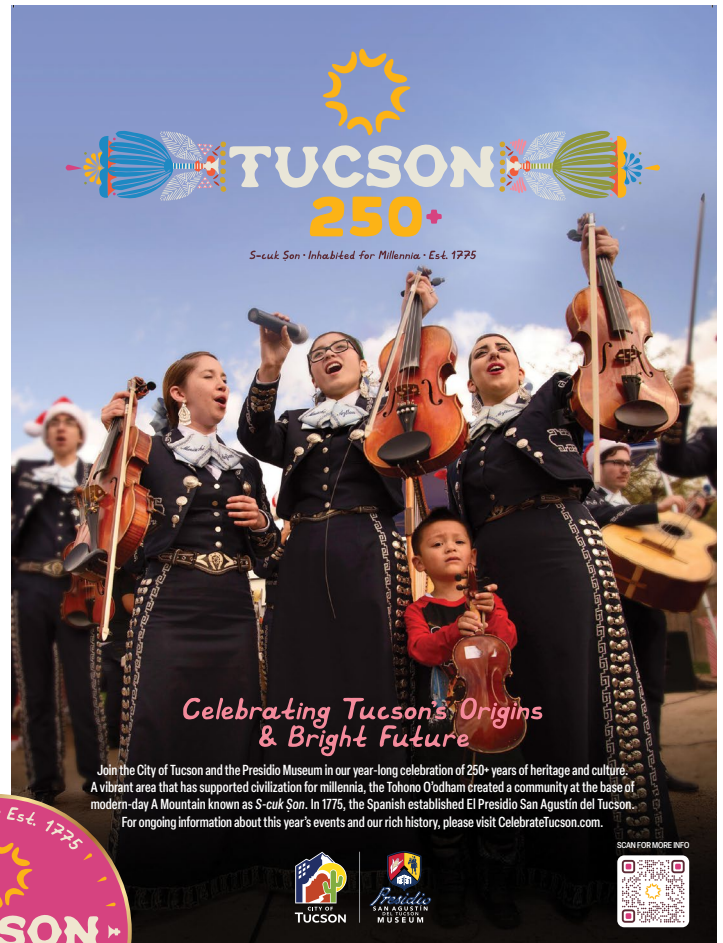


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Tucson 250+

Gordley created the brand for the City of Tucson and the Presidio Museum's year-long celebration of 250+ years of heritage and culture. Our team of designers started by creating mood boards to capture the essence of the story that needed to be told. The final outcome revealed a vibrant brand that incorporated the history and innovation of the City of Tucson.

The City of Tucson's "250+" logo isn't just a visual mark; it's part of a broader place-branding strategy designed to attract visitors, new residents and investment by turning a historic milestone into a citywide marketing platform. The campaign is amplified through collaborations with organizations such as Visit Tucson, along with cultural institutions, museums, local businesses, sponsors and community partners. As a result, the logo appears across multiple channels and reaches diverse audiences.



References

“Gordley Group has played a key role in shaping and implementing the Town’s brand, from creative concept development to high-quality advertising and marketing campaigns. Their creativity, strategic insight, and attention to detail have elevated our messaging, and their team is professional, responsive, and easy to work with.”

- AMANDA JACOBS

AMANDA JACOBS

Economic Development Director
Town of Fountain Hills
(480) 816-5104 | ajacobs@fountainhillsaz.gov

ANDY SQUIRE

Public Information Officer
City of Tucson City Manager’s Office
(520) 822-8826 | andrew.squire@tucsonaz.gov

“We have been incredibly happy with the website; we continue to find ways for it to help our operations. In November we will be taking our new customer platform live and it will have the capability to embed in the website. Our old system did not, so it should make for a great improvement.”

- DEVIN STADLER

DEVIN STADLER

Parks & Recreation Director
Town of Sahuarita
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HAILEE TAVOIAN

Public Information Officer
Town of Sahuarita
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TOM BACA

PRESIDENT

B.S., Agricultural Economics/Agricultural Business, New Mexico State University

As President, Tom leads Gordley's strategic direction and oversees the firm's collaborative work with organizations and the communities they serve. With more than 25 years of experience in marketing, communications and guiding community-focused projects, his skills directly support Gordley's ability to partner with the City of Bisbee in producing branding and marketing efforts that reflect stakeholder perspectives, elevate local voices and enhance the visitor experience.

Tom has worked at resorts and casinos in rural New Mexico communities where he collaborated with area chambers of commerce, government agencies and businesses to promote tourism for local communities. This included cross-marketing efforts for ski/lodging packages, golf/lodging packages and gaming offers with partner businesses. His experience also included the branding development and strategic planning and execution of a multimedia destination marketing plan across New Mexico and West Texas. Campaigns for a southern New Mexico resort also included Spanish advertising into Chihuahua, Mexico.

Together, these experiences have equipped Tom with a strong foundation in destination marketing, cross-sector collaboration and audience engagement. His strategic insight and ability to translate community values into compelling communication platforms make him a valuable advisor in shaping a brand and marketing plan that is authentic, inspiring and aligned with the City's long-term vision.



DAWN HOSACK

MEDIA & MARKETING DIRECTOR

B.S., Business Administration, University of Arizona

With more than 15 years of experience supporting Gordley and its clients, Dawn brings deep expertise in advertising strategy, media planning and multi-channel campaign execution. She oversees all advertising and media purchasing for the firm, using her proficiency in research, strategic placement, cost negotiation and performance tracking to ensure clients receive exceptional value and measurable results.

Dawn has cultivated strong relationships with representatives across traditional and digital media platforms, enabling her to secure added value, bonus placements and integrated cross-channel promotion for client campaigns. Her extensive experience spans print, digital, social media, email, outdoor, transit, point-of-purchase and promotional sponsorships ensuring messaging is effectively delivered across diverse audience touchpoints. She has successfully applied these strategies to campaigns throughout Arizona and in targeted out-of-state markets.

In addition to her media leadership, Dawn has a robust background in market research, survey development, data collection and analytical reporting. She is skilled in defining campaign KPIs, monitoring advertising, social media and website performance, and translating complex analytics into clear, visual reports that support informed decision-making.

Dawn has successfully led multimedia bilingual enrollment campaigns for Pima Community College, contributing to 12 consecutive semesters of enrollment growth. Her proven ability to develop and execute effective marketing strategies extends across a variety of industries and organizations. For example, her campaign for the Town of Fountain Hills annual Turkey Trot generated such strong demand that event registration reached capacity ahead of schedule, requiring registration promotion to be ended early. Her strategic insight and media stewardship will support the City of Bisbee in amplifying reach, visibility, engagement and impact across both local and visitor-focused audiences.



2025 Fountain Hills Turkey Trot





LORIE WOLF

CREATIVE DIRECTOR

BFA, Graphic Design, University of Arizona

With 30 years of experience leading design and marketing strategy across a wide range of industries, Lorie brings a deep understanding of how to create compelling, audience-driven communications that deliver results. Her work blends innovation with collaboration, helping clients translate complex objectives into clear, actionable and impactful design solutions that resonate with both target audiences and the broader community.

Her award-winning design work spans every major touchpoint, including print collateral, publications, digital media, social media, websites, direct mail, video, events, exhibitions, outdoor advertising, wraps and integrated promotional campaigns. Lorie has extensive expertise in developing comprehensive marketing and communication strategies for large-scale organizations, reaching millions through multi-platform campaigns. She brings a highly responsive and detail-oriented approach to concept development, campaign planning, copy development, technology alignment and print production.

As the leader of Gordley's creative team, she leads the development of high-quality creative services for clients such as the Town of Fountain Hills. She expanded the strategy for the Town's branding, formulating a cohesive brand family for the Town, extending the creative team's brand work as an umbrella that complemented its DMO, Experience Fountain Hills, and its Downtown shopping district. Cohesive brand style guides were implemented for these entities — empowering the Town to guide vendors to execute these brands flawlessly — while also developing the Town's DMO brochure and an ongoing Experience Fountain Hills monthly advertising campaign.





HEATHER VALDEZ

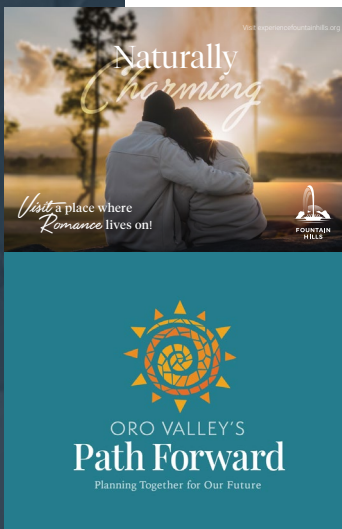
ART DIRECTOR

B.A., Visual Communication, The Art Center Design College

Heather brings more than 20 years of experience as a graphic designer and art director, supporting Gordley's creative team with multimedia design, branding, content development and website design and management. She helps organizations communicate clearly and connect with their audiences through thoughtful, user-focused design and brand differentiation. Her client work at Gordley includes the Town of Oro Valley, Town of Fountain Hills, Town of Sahuarita Parks and Recreation, Trico Electric Cooperative, Arizona G&T Cooperatives, Pima Community College and ARIZONA@WORK Coconino County.

Heather has contributed to major branding and marketing initiatives for Plan Tucson and the City of Tucson's "Know Where to Throw" website, which won Best in Show at the 2025 PRSA Awards. She has designed and developed more than 30 websites, ranging from e-commerce to large informational platforms, including user-focused sites for MHC Healthcare, RCM Accounting and multiple municipal departments.

She also brings strong experience supporting community engagement efforts, contributing to general plan updates for the Town of Oro Valley and City of Tucson, and co-developing the award-winning "Naturally..." tourism brand for the Town of Fountain Hills. As Art Director, she has guided visual communication and campaign materials for the Arizona Department of Transportation, the Arizona Department of Environmental Quality, the Arizona Department of Health Services and ARIZONA@WORK Coconino County — creating branded content, websites, social media assets, print materials and advertising that strengthen public understanding and service awareness.





NEIL BERNARDO

SENIOR GRAPHIC DESIGNER

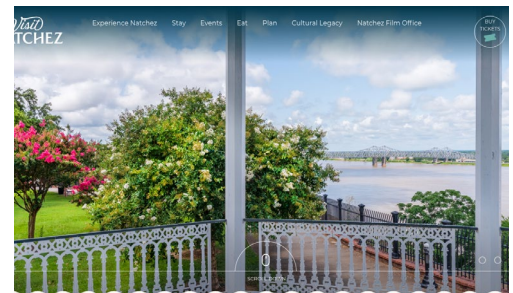
BFA, Visual Communications, University of Arizona

A.A.S., Advertising Art and Computer Graphics, Pima Community College

Neil brings a unique blend of national expertise and deeply rooted local insight to the Gordley team. He pairs this genuine passion for the Southwest with over 20 years of destination marketing experience. Neil has a proven track record of designing publications and strategizing content for major destinations ranging from Puerto Rico and Bradenton to Alabama Beaches and Port Aransas. Whether building identity packages for cities like Midland, Texas, and St. Lucie, Florida, or currently designing print media for local partners like Fountain Hills and Pima County, Neil excels at strategizing content that suits the unique personality of a place.

At Gordley, Neil blends technical expertise with invaluable regional insights to guide high-impact community and municipal projects. His work includes design for the Pima County Transportation Master Plan outreach materials and development of community display boards and fact sheets, spearheading the design of the Arizona Department of Health Services (ADHS) Well Water Safety program website, designing campaign and marketing materials for the Town of Fountain Hills, the Marana Food Bank and Pima Community College.

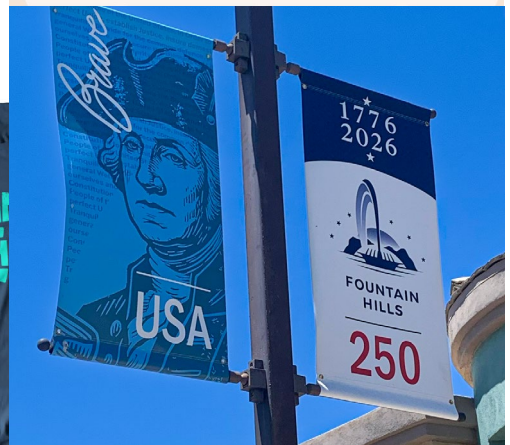
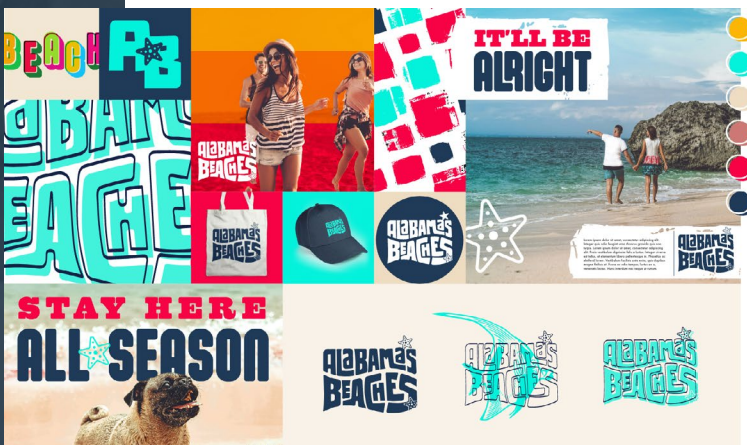
He has developed a wide range of promotional materials for the Town of Fountain Hills, helping to strengthen community engagement and increase awareness of local events and initiatives. In addition to consistently designing effective print advertisements, he recently created banners for the Town's 250th Anniversary Celebration, as well as promotional materials and event branding for the Community Music Fest. His creative work has played an important role in enhancing the Town's visibility and fostering stronger connections with residents and visitors alike.



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BRIAN KASTENS

GRAPHIC DESIGNER

B.A., Art and Art History, University of Iowa

Brian brings a unique creative style to Gordley's content marketing, including digital assets from infographics to social media posts and reels. Whether taking end users to a web-based survey or to an enrollment page at the local community college, his eye-catching digital ads help messaging move the target audience to action.

Brian has developed a variety of materials for the Town of Oro Valley to support and enhance its community marketing efforts. Brian is highly detail-oriented and consistently ensures that every report is both visually engaging and fully accessible, with thoughtful attention to color usage, readability and clear text hierarchy. He has played a key role in designing and laying out comprehensive reports for the Town of Oro Valley, creating polished documents that effectively communicate complex information. Brian also contributed to the visual design and layout of the Arizona Department of Health Services Heat Report concept.

His extensive experience as a versatile graphic designer and creative leader, accentuated by his natural talent, continuous learning and unwavering dedication, drives visual and brand success for a wide range of creative and digital marketing services. He is recognized for his innate creativity and innovative approach.





HEATHER WUELPERN

PROJECT & COMMUNICATIONS MANAGER

B.A., Communication, University of Arizona

Heather brings more than 20 years of experience in communications and marketing, with deep roots in the Tucson business and tourism communities. She has applied her writing and editing expertise to national destination marketing clients — including *Tucson Guide*, *Visit Tampa Bay*, *Visit Kansas City* and *Experience Sedona*. She also strengthened marketing efforts for the Tucson Metro Chamber of Commerce across social media, email, advertising and event promotion.

Her background includes developing editorial plans for travel guide magazines, hiring freelance writers and integrated campaigns for print, digital, radio, TV and outdoor media. A committed community leader, she serves on both the Downtown Tucson Partnership Board of Directors and the Arizona Daily Star Editorial Advisory Board. Her depth of experience in tourism messaging, multi-platform communication and narrative development supports Gordley's ability to produce an engaging and visitor-focused plan for the City of Bisbee.



DANIELLE MORRIS

MEDIA & MARKETING SPECIALIST

B.A., English (Creative Writing Emphasis), Northern Arizona University

Danielle is a results-driven marketing and communications professional with a strong background in content writing, advertising, and print and digital media. She created editorial content and sold advertising for travel guides such as *99 Things to Do in Northern Arizona* (2023 and 2024) and the *Flagstaff, AZ Route 66 Commemorative Magazine*, and special sections for the Arizona Daily Sun including: *The Best of Flag Winners Edition* (2023 and 2024), *Science and Research* (2023 and 2024), *Emergency Preparedness* (2023 and 2024), *Health & Medicine* (2023 and 2024) and *FlagLive!*.

Through her editorial experience, Danielle gained valuable experience in tourism-focused storytelling and in supporting revenue-generating publications. Danielle consistently tailors strategies to each campaign's goals and audiences, emphasizing performance tracking and message refinement to maximize visibility and engagement.

In her current role as a media specialist at Gordley, she researches and strategizes effective media placements, coordinates with media outlets to ensure accurate and timely delivery and actively monitors campaigns to make data-informed adjustments. By staying current with industry trends and emerging platforms, she brings a forward-thinking approach to media planning and audience engagement, collaborating closely with the media and marketing director on campaigns for clients such as Pima Community College, Southwest Gas and the Arizona Department of Transportation.



ADAMARI JUAREZ

COMMUNITY RELATIONS MANAGER

B.A., Communication, University of Arizona

Adamari, a Bisbee native, provides support on a variety of community relations and public involvement efforts that Gordley plans and facilitates on behalf of numerous public agencies, utilities, businesses and organizations across Arizona. Her key responsibilities include planning and executing public involvement strategies, managing logistical coordination of meetings and special events, providing bilingual communications and leading public involvement for a wide range of projects. As a primary staffer of Gordley's Spanish-language outreach team, Adamari provides bilingual interpretation and translation on outreach efforts, informational materials and public notifications.

In addition to her public relations and promotional/outreach experience, Adamari provides her photography skills toward the creation of assets used in reports and portrait photography used in marketing campaigns.

She has coordinated video logistics such as script development, prop and shot list development and booking video talent for the Pima Community College (PCC) Nursing Program video and the PCC fall campaign enrollment video.

Additionally, Adamari lends her experience in social media to the management of Gordley's in-house platforms along with content creation for Compass Affordable Housing's donor campaign, the Sahuarita and Marana foodbanks and Pima Community College enrollment campaigns.



CLARISA QUEZADA

COMMUNITY RELATIONS PLANNER

B.A., Communication, University of Arizona

Clarisa supports Gordley's public relations and outreach efforts by coordinating logistics and communications for community engagement events. She works closely with project managers and clients to ensure smooth event execution and effective outreach. Clarisa also provides bilingual interpretation and translation services, helping to create inclusive, accessible materials and communications for diverse audiences.

Beyond her coordination and outreach expertise, Clarisa has tapped into her natural talents, most recently having played a major part as on-screen talent in the Arizona Department of Health and Safety's 16-video web series for its Cottage Food Program. Her responsibilities also included coordination of video logistics, such as scripts, props, shot list development and booking video talent and videographers. She has also assisted with multiple bilingual commercials for Trico Cooperative and Pima Community College.

Clarisa also develops engaging social media content for both the firm's internal platforms and client-facing campaigns. She has collaborated directly with clients to create strategic video content for social media, including TikTok videos and Instagram Reels designed to increase audience engagement and communicate key project messages. Her experience includes producing TikTok videos for the Pima County Safety Action Plan and developing Instagram Reels for Pima Community College.

Project Understanding & Schedule

Gordley understands that the City of Bisbee seeks a strategic partner that can help strengthen and sustain tourism as a driver of economic vitality while preserving the qualities that make Bisbee unique, such as its historic character, creative energy, mountain scenery and welcoming spirit. Positioning Bisbee as both a living museum and a modern cultural destination will allow the City to showcase the full breadth of experiences available to visitors and encourage longer stays. We will develop integrated campaigns that highlight these complementary assets, attracting visitors from Tucson, Phoenix and beyond while reinforcing Bisbee's identity as one of Arizona's most distinctive destinations.

To maximize the impact of the City's tourism investment, Gordley will align marketing efforts with available state and regional tourism resources, leveraging existing programs, partnerships and promotional opportunities whenever possible. This approach will extend the reach of local marketing dollars, strengthen visibility in key visitor markets and support a coordinated strategy that delivers measurable results for the community.

Gordley approaches destination marketing as a continuous cycle of planning, implementation, measurement and refinement. Rather than applying a one-size-fits-all marketing approach, we will begin by **identifying Bisbee's highest-value visitor audiences**, seasonal opportunities and economic priorities to ensure marketing investments are focused where they can generate the greatest impact.

Our team knows that Bisbee's authenticity is its greatest strength. While increasing overall visitation remains important, our strategies will prioritize **attracting visitors who stay longer**, explore more of the community and contribute directly to lodging, dining, retail and cultural tourism revenues. Throughout the effort, Gordley will remain in close coordination with the Arizona Office of Tourism to participate in its initiatives and pursue cooperative marketing opportunities.



PHASE 1: DISCOVERY, RESEARCH & STRATEGIC ALIGNMENT

This project begins with a structured discovery and research phase designed to ensure the tourism marketing program is grounded in real community insight, market data and clearly defined economic goals. Rather than applying assumptions, Gordley will build a shared understanding of Bisbee's current tourism environment, visitor behaviors and growth opportunities through direct engagement with stakeholders, data analysis and market evaluation. This phase ensures that all subsequent marketing strategies are targeted, efficient and aligned with the City's desired outcomes, including increased overnight visitation and sustainable tourism growth. Gordley will work closely with the City and tourism department to define goals, scope, budget and ultimately, what success looks like.

Stakeholder Engagement

Gordley will conduct a combination of structured interviews, surveys and collaborative sessions to capture diverse community perspectives and ensure alignment across tourism stakeholders.

- Facilitate **one virtual and one in-person stakeholder roundtable** (two total) to identify shared priorities and challenges
- Deploy a **short online** survey to broaden input from additional businesses and community partners
- Document insights related to visitor trends, seasonality, gaps in current promotion and opportunities for growth

Tourism & Market Assessment

Gordley will evaluate current tourism performance, marketing effectiveness and market opportunities to identify where resources can generate the greatest return.

- Review existing tourism marketing materials, campaigns, brand assets and messaging
- Analyze available data (website analytics, social media performance, lodging trends and visitor insights, if available)
- Conduct a website UX and SEO audit, including mobile performance and conversion pathways
- Identify and profile priority visitor audiences, including:
 - » Regional drive markets (Tucson/Phoenix)
 - » Heritage and cultural travelers
 - » Outdoor and "Appreciate AZ" visitors
- Evaluate seasonal demand patterns and identify opportunities to increase off-peak visitation

Strategic Planning & KPI Development

Insights gathered during discovery will be translated into a clear, actionable marketing roadmap.

- Define **measurable goals and KPIs** (website traffic, engagement, conversions, overnight visitation indicators)
- Establish reporting framework aligned with City and AOT expectations
- Develop recommended marketing investment allocation by channel and season
- Identify priority campaigns, audiences and messaging strategies

Deliverable: A comprehensive **Tourism Marketing Plan** that includes:

- Audience profiles and target markets
- Seasonal campaign strategy and priorities
- Budget allocation recommendations
- KPI framework and reporting structure
- Phased implementation roadmap

PHASE 2: BRAND DEVELOPMENT & CAMPAIGN STRATEGY

Insights gathered during discovery will inform all branding development for the City. This includes campaign structure for overall messaging, creative content and campaign assets for delivery through digital advertising, the official tourism website, a targeted print campaign and social media campaign. This phase focuses on creating a cohesive visitor experience that begins with marketing outreach and continues through trip planning and booking.

Brand Evolution, Stewardship & Asset Development

Our foundational approach to brand development relies on anchoring all creative execution within the five core messaging pillars defined by the City:

- ✧ HISTORY
- ✧ CREATIVITY
- ✧ ELEVATION
- ✧ AUTHENTICITY
- ✧ OUTDOOR RECREATION

Rather than treating these pillars as separate marketing messages, our creative team will weave them into a singular, cohesive brand voice.

We will establish a comprehensive brand style guide that defines:

BISBEE'S VOICE: Development of a welcoming, eclectic, independent and deeply authentic brand personality that focuses on all that Bisbee has to offer, including its moderate climate and respite

VISUAL ASSETS: Updated typographic hierarchies, a color palette reflecting the high-altitude Mule Mountains, copper heritage and strict brand-alignment standards for all platforms

ASSET SCALABILITY: Standardized elements that ensure a consistent visual identity across digital, print, social and beyond, including coordinating photography and video



Campaign Asset Architecture & Targeted Focus Areas

To turn strategy into high-converting creative assets, we will build distinct but visually unified campaign support elements that directly answer the City's targeted marketing requirements:

A. HERITAGE TOURISM: THE "LIVING MUSEUM" BRAND COMPONENT

- Objective: Position Bisbee's historical assets as an immersive, active journey rather than a passive history lesson
- Creative Execution: We will design dedicated digital and print assets leveraging Bisbee's status as a "living museum." Visual content will explicitly feature the Bisbee Mining & Historical Museum and the Copper Queen Mine Tours to capture the imagination of history-oriented travelers

B. GEOGRAPHIC POSITIONING: THE "COOL SUMMER GETAWAY" OR "ESCAPE TO ELEVATION" BRAND COMPONENT

- Objective: Drive immediate, seasonal micro-visitation from regional desert metros during high-heat months
- Creative Execution: This campaign will directly target residents in the Tucson and Phoenix metro areas, positioning Bisbee's 5,538-foot elevation as the ultimate getaway. Creative assets will emphasize Bisbee's beauty

C. CULTURAL EVENT SUPPORT: THE "STAY AN EXTRA DAY" BRAND COMPONENT

- Objective: Shift single-day event attendance into lucrative, multi-day overnight stays that stimulate the local lodging tax base
- Creative Execution: We will build a unified marketing framework for Bisbee's unique local events celebrating its vibrant music and art scenes. Creative assets will bundle event ticketing with local hospitality, retail, and independent dining experiences

D. SUSTAINABLE TOURISM: THE "APPRECIATE AZ" STEWARDSHIP INITIATIVE BRAND COMPONENT

- Objective: Protect Bisbee's historic architecture, culture and delicate mountain environment by educating visitors on being responsible and sustainable
- Creative Execution: In close alignment with statewide frameworks, we will integrate "Appreciate AZ" messaging natively into all primary tourism assets. The tone will be celebratory yet protective, encouraging responsible tourism that respects the local community, winding streets and natural landscape

Deliverable: Campaign messaging framework, website strategy, design concepts and content recommendations including a Media Plan with paid, shared, earned and owned media opportunities



PHASE 3: IMPLEMENTATION

Phase 3 marks the transition from planning to execution, where strategy, branding and campaign development are activated into a coordinated tourism marketing program. During this phase, Gordley will translate the approved marketing plan into fully deployed digital, creative and promotional assets designed to drive measurable visitation and overnight stays. The focus is on building a high-performing marketing ecosystem — anchored by an optimized tourism website and supported by integrated campaigns — that connects inspiration to trip planning and ultimately to visitor conversion. Each implementation effort is designed not only to launch effectively, but to establish a scalable foundation for ongoing marketing performance and long-term tourism growth.

Rather than deploying isolated creative pieces, our implementation process builds an integrated destination marketing infrastructure. By anchoring this ecosystem with an optimized digital flagship and supporting it with highly targeted, multi-channel campaigns, we will seamlessly guide prospective travelers from initial inspiration to booked itineraries. Every asset produced is structurally aligned with Arizona Office of Tourism (AOT) guidelines, ensuring Bisbee remains fully compliant while securing maximum co-op matching funds.



Key Activities

To achieve the City's primary economic objectives, Gordley will execute the core implementation activities in a logical, deployment-ready sequence. Key components and corresponding benefits include:

- A branded digital flagship framework delivered across strategic marketing touchpoints creating immersive user journeys through content integration
- An optimized, high-converting tourism website that acts as a centralized hub and primary tool for conversion, capturing regional travel interest and funneling leads into confirmed local itineraries. We will build a fast, visually captivating front door that mirrors Bisbee's independent, eclectic spirit. The platform will natively host immersive, rich-media content modules dedicated to Bisbee's core pillars — specifically highlighting the historic Copper Queen Mine, the Bisbee Mining & Historical Museum, the thriving arts scene and outdoor recreation in the Mule Mountains
- An optimized, mobile-first strategy and universal accessibility compliance deployed to ensure flawless performance across all break points while meeting all required WCAG AA 2.1 guidelines. We will eliminate barriers to user engagement, making it effortless for regional travelers from the Phoenix and Tucson metros to find lodging, browse local dining options, and navigate City events while on the move
- A meaningful, highly targeted search engine optimization (SEO) strategy will be achieved through an audit of regional and national search queries and content alignment. By engineering a robust keyword architecture, we ensure Bisbee's digital domain develops into a high-level organic placement on search engine results pages, driving important, qualified, zero-cost traffic to the tourism site exactly when travelers are planning cool summer getaways, engaging tours, art events and a multi-day escape
- An actionable, multi-channel, AOT-compliant campaign and library based on the strategic brand components outlined in Phase 2 that delivers a modular suite of print and multi-media digital creative assets for execution across marketing touchpoints. Creative will celebrate Bisbee's messaging pillars, incorporate sustainable "Appreciate AZ" stewardship messaging, and adhere to AOT co-branding standards as needed
- A valuable website retention strategy which captures user data from the website, including email addresses and insights from Google Analytics. Engineered to capture meaningful visitor data across the website and delivered through platform dependent analytic dashboards, Gordley will enable the City to maximize its marketing efforts where it matters most, while driving recurring seasonal travel and sustaining year-round economic activity
- A strategically structured social media framework designed to guide platform-specific content delivery, audience engagement and campaign amplification across Bisbee's highest-performing channels. This framework will establish a consistent publishing cadence, messaging hierarchy and content themes aligned with the City's core pillars, ensuring social media efforts actively support campaign objectives, drive website traffic and reinforce Bisbee's brand presence in key regional markets
- An integrated, performance-driven media campaign combining traditional and digital paid strategies with coordinated use of owned, shared and earned media channels. By aligning paid placements with AOT cooperative opportunities and leveraging partnerships with state and regional tourism organizations, this approach will extend campaign reach, maximize media efficiency and ensure consistent visibility across priority visitor markets

Deliverables: A rebranded, analytic-driven, SEO-optimized website, print and digital campaign assets, social media framework, launch of advertising campaign



PHASE 4: MONITORING, OPTIMIZATION & ONGOING MARKETING EFFORTS

Following implementation, the focus shifts to ensuring that all marketing efforts are performing at the highest possible level. Through ongoing monitoring, analysis and strategic adjustments, Gordley will continuously refine campaigns, targeting and budget allocation to maximize return on investment. This phase emphasizes accountability and results, ensuring that the City's tourism program delivers measurable outcomes and sustained growth over time.

Throughout this phase, Gordley will leverage website analytics, advertising performance data, audience insights and **tourism-related indicators** to guide ongoing decision-making. Monthly reporting will go beyond summarizing activity to provide actionable recommendations, ensuring that each campaign iteration improves upon the last. Coordination with the AOT will remain a priority, allowing the City to align with statewide initiatives, leverage cooperative marketing opportunities and extend the reach of local campaigns.

Key activities include:

- Monthly analytics review with trend analysis and insight summaries
- Campaign performance evaluation against established KPIs and benchmarks
- Audience targeting refinements based on engagement and conversion behavior
- Budget optimization to prioritize high-performing channels and campaigns
- Website performance monitoring including user flow, engagement and conversion improvements
- Coordination with AOT and regional partners to leverage cooperative campaigns and amplification opportunities
- Ongoing content and creative refinement to maintain relevance and performance

**Deliverables: Monthly reports, annual performance report
and recommendations for future tourism initiatives**



Assumptions & Level of Effort

Gordley's proposed level of effort is based on a collaborative, phased approach that aligns marketing activities with available budget, seasonal priorities and the City's tourism goals. The scope assumes regular coordination with City staff, timely access to existing marketing assets and data, and efficient review and approval processes to maintain project momentum.

Marketing efforts will be strategically phased, with an initial emphasis on research, planning and asset development, followed by campaign execution and ongoing optimization. As foundational assets such as website improvements, creative materials and campaign structures are established, the program becomes increasingly efficient, allowing more resources to be directed toward active promotion and performance-driven marketing.

Depending on final budget allocation and priorities, certain initiatives may be implemented during the initial phases or introduced over time to maximize impact and ensure sustainable program growth. Such as:

- Seasonal tourism campaigns
- Event and festival promotion
- Expanded paid media (i.e. print, outdoor, streaming audio & video)
- Social media management and engagement
- Email newsletters and visitor promotions
- Public relations outreach and media pitching
- FAM tour coordination
- Ongoing website updates and SEO enhancements
- Development of new creative assets, photography and video

This flexible approach enables the City to prioritize high-impact activities first while maintaining the ability to expand marketing efforts as resources allow.

In-Person & Remote Coordination

While many services can be delivered efficiently through remote coordination, such as the extensive projects we worked on for Coconino County, the Town of Fountain Hills and the Arizona Department of Health Services, some tasks benefit from being in person, such as photography shoots, video production and FAM tours. Gordley has extensive experience successfully managing remote collaboration through platforms including Zoom, Microsoft Teams, Google Workspace and collaborative cloud-based review tools. For example, we recently completed a series of four virtual meetings with aviation representatives from across the state of Arizona for an Arizona Department of Transportation project.

Ultimately, we recommend a hybrid approach that combines scheduled in-person visits with regular virtual meetings to maximize efficiency, responsiveness and budget value while maintaining strong relationships with City staff and community partners. We look forward to the opportunity to enjoy the two-hour drive to beautiful Bisbee.

Potential Challenges & Solutions

Bisbee's tourism program operates within a unique context that presents both opportunities and challenges. Gordley recognizes that successful destination marketing must balance growth with preservation, maximize limited resources and remain competitive within a crowded tourism landscape. Our approach anticipates these challenges and addresses them through targeted, strategic solutions.

Balancing Visitation with Community Character

As visitation increases, maintaining Bisbee's historic charm, cultural authenticity and quality of life for residents remains critical.

SOLUTION: Gordley will emphasize responsible tourism messaging, including leveraging resources such as AppreciateAZ. Messaging could promote off-peak visitation and encourage longer stays rather than high-volume day trips. Campaigns could highlight experiences that distribute visitors throughout the community and across seasons, reducing strain on infrastructure while supporting local businesses.

Seasonality & Fluctuating Demand

Like many rural destinations, Bisbee experiences seasonal variations in visitation, which can impact local economic stability.

SOLUTION: Targeted seasonal campaigns could be implemented to smooth demand, including promoting Bisbee's elevation as a summer escape from desert heat and developing strong shoulder-season and event-driven marketing strategies to sustain year-round visitation.

Budget Constraints & Resource Efficiency

Tourism marketing programs must deliver measurable impact while operating within defined budget limits.

SOLUTION: Gordley will prioritize high-performing channels, leverage Arizona Office of Tourism cooperative marketing opportunities and continuously optimize campaigns to ensure the most effective use of available funds. Marketing investments will be guided by data, enabling resources to be reallocated to strategies that deliver the strongest returns.

Competitive Tourism Market

Bisbee competes with other Arizona destinations for attention, including both major markets and emerging rural communities.

SOLUTION: Strengthen Bisbee's market position by clearly differentiating its identity as a high-altitude, arts-driven, historic destination. Messaging could focus on its authenticity, "living museum" experience and cultural vibrancy — elements that are difficult for competing destinations to replicate.



Fee Schedule

In addition to providing innovative and engaging marketing campaigns, we understand the crucial nature of ensuring projects stay on budget and on schedule. We have worked within a wide range of budgets and understand the sensitivities of judicious use of funds and the importance of performing services within approved budgets. Our accounting system allows for daily tracking and reporting of charges for time and materials so our project managers can monitor and manage budgets on a real-time basis. When purchases are required on behalf of our clients, we request multiple bids to ensure the greatest value.

Our cost estimate is only a starting point. The Gordley team will work with the City to discuss the scope of work and define costs, providing a detailed budget for the effort. Once final budget allocations for services and expenses are approved, we will provide all services and deliverables within the approved price structure.

Phase 1 Discovery	\$18,000
Phase 2 Development	\$25,000
Phase 3 Implementation	\$40,000
Phase 4 Monitoring & Optimization	\$15,000
Total Proposed Fixed Fee:	\$98,000

Phase estimates reflect the anticipated scope of work. Services, including all overhead costs, are based on our hourly rates below. Expenses include round-trip mileage for up to two in-person meetings, in-house printing of drafts and proofs, plus minor incidental project expenses.*

Additional hard costs, such as advertising media buys, professional photography and videography production, are not included in this estimate and will be defined as part of the approved marketing plan and available cooperative marketing opportunities. Media purchases will be billed at **net cost plus a 15% markup.*

GORDLEY HOURLY RATES:

Tom Baca	President Project Advisor	\$220
Lorie Wolf	Creative Director	\$184
Dawn Hosack	Media & Marketing Director	\$184
Heather Valdez	Art Director	\$149
Heather Wuelpern	Project & Communications Manager	\$149
Adamari Juarez	Community Relations Manager	\$134
Danielle Morris	Media & Marketing Specialist	\$134
Neil Bernado	Senior Designer	\$134
Brian Kastens	Graphic Designer	\$134
Clarisa Quezada	Community Relations Planner	\$115
Adelys La Turco	Administrative Coordinator	\$93



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

03/12/2026

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		INSURER(S) AFFORDING COVERAGE	
		NAIC#	
		INSURER A : Twin City Fire Insurance Company 29459	
INSURED GORDLEY DESIGN GROUP 2540 N TUCSON BLVD TUCSON AZ 85716-2470		INSURER B : INSURER C : INSURER D : INSURER E : INSURER F :	

COVERAGES

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	COMMERCIAL GENERAL LIABILITY						EACH OCCURRENCE	
	CLAIMS-MADE ☐ OCCUR ☐						DAMAGE TO RENTED PREMISES (Ea occurrence)	
							MED EXP (Any one person)	
							PERSONAL & ADV INJURY	
	GEN'L AGGREGATE LIMIT APPLIES PER:						GENERAL AGGREGATE	
	☐ POLICY ☐ PRO-JECT ☐ LOC						PRODUCTS - COMP/OP AGG	
	OTHER:							
	AUTOMOBILE LIABILITY						COMBINED SINGLE LIMIT (Ea accident)	
	ANY AUTO						BODILY INJURY (Per person)	
	ALL OWNED AUTOS						BODILY INJURY (Per accident)	
	HIRED AUTOS						PROPERTY DAMAGE (Per accident)	
	SCHEDULED AUTOS							
	NON-OWNED AUTOS							
	UMBRELLA LIAB EXCESS LIAB						EACH OCCURRENCE	
	☐ OCCUR ☐ CLAIMS-MADE						AGGREGATE	
	DED ☐ RETENTION \$							
A	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N ☐	N/A	76 WEG AW5L3S	02/14/2026	02/14/2027	X PER STATUTE ☐ OTH-ER ☐ E.L. EACH ACCIDENT \$1,000,000 E.L. DISEASE -EA EMPLOYEE \$1,000,000 E.L. DISEASE - POLICY LIMIT \$1,000,000	

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

Those usual to the Insured's Operations.

CERTIFICATE HOLDER

For Informational Purposes
 2540 N TUCSON BLVD
 TUCSON AZ 85716-2470

CANCELLATION

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AUTHORIZED REPRESENTATIVE

Susan L. Castaneda

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CERTIFICATE OF LIABILITY INSURANCE

REQUIRED COVERAGE

DATE (MM/DD/YYYY)

1/9/2026

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PRODUCER	CONTACT NAME:	PHONE (A/C, No, Ext): (800) 399-7104	FAX (A/C, No): (866) 828-2424
ASSURED PARTNERS OF ARIZONA LLC STE 150 14614 N KIERLAND BLVD SCOTTSDALE AZ 85254	E-MAIL ADDRESS: Certificate@Hanover.com		
INSURER(S) AFFORDING COVERAGE		NAIC #	
INSURER A: Hanover Insurance Co		22292	
INSURER B: Allmerica Financial Benefit		41840	
INSURER C:			
INSURER D:			
INSURER E:			
INSURER F:			

INSURED	
GORDLEY DESIGN GROUP INC 2540 N TUCSON BLVD TUCSON AZ 85716	

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INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
B	☒ COMMERCIAL GENERAL LIABILITY ☐ CLAIMS-MADE ☒ OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: ☐ POLICY ☐ PRO-JECT ☒ LOC OTHER:	N	N	Z24 M173565 00	11/8/2025	11/8/2026	EACH OCCURRENCE \$ 2,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 1,000,000 MED EXP (Any one person) \$ 10,000 PERSONAL & ADV INJURY \$ 2,000,000 GENERAL AGGREGATE \$ 4,000,000 PRODUCTS - COMP/OP AGG \$ Included \$
B	AUTOMOBILE LIABILITY ☐ ANY AUTO ☐ OWNED AUTOS ONLY ☒ HIRED AUTOS ONLY ☐ SCHEDULED AUTOS ☒ NON-OWNED AUTOS ONLY	N	N	Z24 M173565 00	11/8/2025	11/8/2026	COMBINED SINGLE LIMIT (Ea accident) \$ 2,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$
	UMBRELLA LIAB EXCESS LIAB DED RETENTION \$						EACH OCCURRENCE \$ AGGREGATE \$ \$
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N	N/A				PER STATUTE OTH-ER E.L. EACH ACCIDENT \$ E.L. DISEASE - EA EMPLOYEE \$ E.L. DISEASE - POLICY LIMIT \$
A	Privacy and Security Liability	N	N	LH4 J995013 00	03/21/2025	03/21/2026	Claims-Made: \$2M Ea Claim/\$10K Ret
A	Professional Liability	N	N	LH4 M173839 01	11/08/2025	11/08/2026	Claims-Made: \$2M Ea Claim/\$2M Agg

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

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